

European tech leaders unite to launch EU Inc – the movement for a new single, pan-European startup entity

- Grassroots movement calls for a pan-European startup entity to unleash the region's innovation potential
- Backed by some of Europe's most successful entrepreneurs and investors including Stripe, Supercell, Remote, DeepL, Personio, Pigment, Wise, Seedcamp and Index Ventures
- Through the standard startup entity, the initiative aims to standardize investment processes, simplify cross-border operations, and create a unified employee stock options framework
- The proposal adds to the momentum already building in Europe, with Mario Draghi, Enrico Letta and EU Commission President Ursula von der Leyen all calling for reforms to address innovation and competitiveness

Brussels, October 14, 2024 – Today a coalition of Europe's most successful entrepreneurs and investors has launched [EU Inc](#), a timely and groundbreaking initiative to create a single pan-European startup entity. The proposal captures the grassroots momentum and clear consensus that has emerged among European policymakers and founders: that regulatory reform is vital to transform Europe's competitiveness, and position the region as the global epicenter of innovation for the next generation.

The initiative, outlined in an [open letter](#) signed by tech leaders from across Europe, calls for the creation of an 'EU Inc' entity under the 28th regime (EU rules offering an alternative to national laws). The new structure would standardize investment processes, simplify cross-border operations, and create a unified employee stock options framework – all of which will help European startups to scale rapidly, attract more capital and have a better chance of becoming a breakout success.

Among the first signatories are:

- Patrick Collison, CEO and Co-Founder of Stripe
- Taavet Hinrikus, Co-Founder of Wise and Partner at Plural
- Ilkka Paananen, CEO and Co-Founder of Supercell
- Éléanore Crespo, Co-CEO and Co-Founder of Pigment
- Jean-Charles Samuelian-Werve, CEO and Co-Founder, Alan
- Miki Kuusi, CEO and Co-Founder, Wolt
- Reshma Sohoni, Co-Founder and Managing Partner of Seedcamp
- Martin Mignot, Partner at Index Ventures
- Jarek Kutylowski, CEO and Founder of DeepL
- Job van der Voort, CEO and Co-Founder of Remote
- Roxanne Varza, Director of Station F
- Tomas Cupr, CEO and Founder of Rohlik
- Aino Bergius, CEO of Slush

- Matt Clifford, Co-founder of Entrepreneur First
- Luciana Lixandru, Partner at Sequoia
- Prince of the Netherlands Constantijn van Oranje-Nassau, Envoy at Techleap
- Victor Riparbelli, CEO and Co-Founder of Synthesia
- Niklas Zennström, Founder and CEO of Atomico

The EU Inc proposal adds to the momentum building with multiple high-level recommendations and political commitments, including:

- Mario Draghi's [report](#) on the future of European Competitiveness from September 2024, advocating new EU-wide legal statute for 'Innovative European Companies';
- Enrico Letta's [report](#) from on the future of the Single Market from April 2024, calling for a European Code of Business Law under a 28th regime;
- European Commission President Ursula von der Leyen's [political guidelines](#) for 2024-2029, supporting innovation, competitiveness and smarter regulation.

Andreas Klinger, Co-Initiator of EU Inc, Investor with Prototype Capital and former CTO of Product Hunt, says: 'In the startup world, momentum is everything. Anything that slows you down doesn't just slow you down – it kills you by stopping you from reaching escape velocity. Despite the world-class talent, global ambition and unique strengths of the European startup ecosystem, it's still absurdly hard to build here. EU Inc is about removing those artificial constraints and allowing our startups to truly accelerate.'

Éléanore Crespo, Co-Founder of Pigment, says: 'The best European startups know that we need to be global. But we can't be global from day one without being European from day one too. EU Inc will give us what we need to operate seamlessly across the continent, allowing us to focus on building great products and scaling globally, rather than navigating 27 different rulebooks.'

Hanno Renner, CEO of Personio, says: 'This isn't just about serving the interests of individual companies. It's about making Europe the best place in the world to launch a business, with all the benefits that brings to the economy and society as a whole. As Mario Draghi and others have said, now is the time for bold moves to secure Europe's economic future.'

Martin Mignot, Partner at Index Ventures, says: 'Building a tech giant from Europe today requires navigating a maze of different regulations and market conditions. EU Inc is our opportunity to streamline and simplify the landscape dramatically. By addressing problems of market access, talent retention and capital flow, we're not just leveling the playing field – we're creating a launchpad for the next generation of world-leading companies that will be born and scaled from Europe.'

The proposal builds on the success of previous efforts such as [European Accelerationism](#), promoting the needs of European founders, and the [Not Optional](#) campaign for European stock option reform. With the political will already present, the EU Inc coalition believes that

policymakers can and should execute reforms swiftly. With European Parliament hearings scheduled for next month, the EU Inc coalition is calling on Commissioners to address how they will move forward with this critical initiative.

About EU Inc

EU Inc is a grassroots initiative that unites Europe's top entrepreneurs, investors and tech leaders. It aims to create a single pan-European startup entity to unlock the continent's full innovation potential and compete on the global stage.

The proposal builds on the success of previous efforts such as [European Accelerationism](#), promoting the needs of European founders, and the [Not Optional](#) campaign for European stock option reform. The initiative is led by Andreas Klinger, Philipp Herkelmann, Simon Schaefer and Vojtech Horna, with the support of the startup community across the continent.

For more information, visit <https://www.eu-inc.org/>.